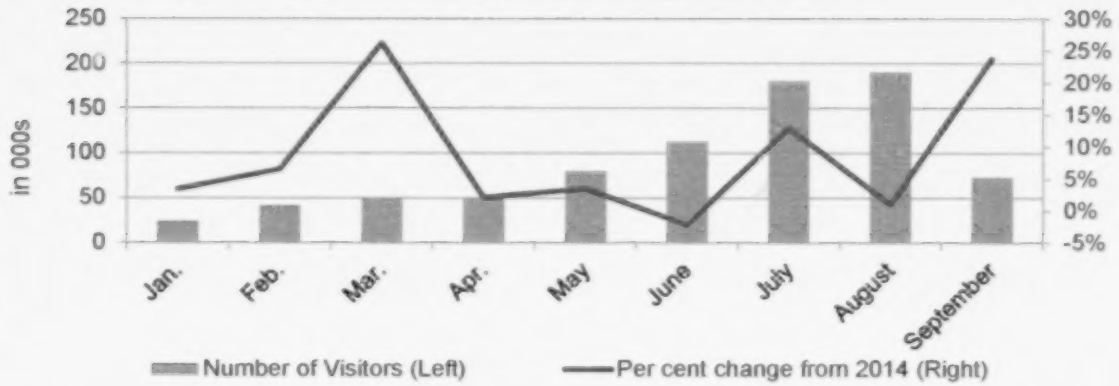
Alberta Tourism Market Monitor

Historic sites and museums visitation performs well

For more information please contact Emily Wang at emily.wang@gov.ab.ca

In September 2015, more than 73,000 people visited the selected set of historical sites and museums tracked by Alberta Culture and Tourism. This is a remarkable increase of 23.7% compared to last September. This performance comes despite the Royal Alberta Museum's reduced operational schedule in September (from being open 7 days a week to being open only 3 days a week), in preparation for its move to the new downtown Edmonton location. The museum will close its doors at its current location on December 6, 2015. An estimated $375.5 million is invested in the new museum, which is scheduled for completion in 2016. For the year-to-date (Jan – Sept.), the historical sites and museums tracked welcomed more than 800,000 visitors; translating to an increase of 6.9% compared to the same period in 2014.

Visitation at Historic Sites and Museums 2015



Please note that visitation to the Royal Alberta Museum will continue to be included in the total visitation number at historic sites and museums up to its closure. The reduced hours may affect total visitation numbers for the period October – December 2015.

$1.2 Billion in new hotel building projects province-wide

The Government of Alberta publishes an inventory of hotel building projects valued at $5 million or greater in the province. As of Oct 7th 2015, there are about 50 hotel building projects on the inventory list, accounting for more than $1.2 billion. Among these, 28 new hotel projects were announced, 13 hotels were currently under construction, 1 was on hold, while 8 hotels were proposed to be built (for more information please see http://majorprojects.alberta.ca/).

2015 Alberta Tourism Market Monitor

Alberta Culture and Tourism

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Air Passengers 2015 (000's of arrivals and departures) [1]													
Edmonton International Total	582.1p	561.6p	613.8p	592.7p	565.5p	598.8r	683.7r	710.0p	**602.1p**				**5,510.3p**
Per cent change from 2014	-0.3%	-1.0%	-1.8%	-4.4%	-5.4%	0.9%	2.5%	0.2%	**1.8%**				**-0.8%**
Domestic	398.2p	380.9p	421.4p	413.4p	438.7p	490.9r	559.6p	583.4p	**493.6p**				**4,180p**
Per cent change from 2014	-2.7%	-2.9%	-1.3%	-5.9%	-4.6%	2.7%	4.4%	2.0%	**3.0%**				**-0.3%**
Transborder	118.2p	119.7p	129.1p	119.3p	95.1p	82.5p	93.5r	93.6p	**81.3p**				**932.3p**
Per cent change from 2014	-0.3%	-3.0%	-7.8%	-9.0%	-12.9%	-10.2%	-10.1%	-13.2%	**-10.8%**				**-8.3%**
International	65.7p	61.0p	63.2p	60.1p	31.6p	25.4p	30.6p	32.9p	**27.3p**				**397.9p**
Per cent change from 2014	16.8%	17.9%	9.8%	21.8%	10.5%	9.0%	14.6%	14.3%	**27.4%**				**15.8%**
Calgary International Total	1,199.0p	1,149.3r	1,267.0r	1225.7p	1,257.1p	1304.8r	**1512.8r**	**1557.4p**					**1,0473.1p**
Per cent change from 2014	2.3%	-0.4%	1.5%	-2.3%	2.6%	3.2%	**4.6%**	**1.8%**					**1.7%**
Domestic	800.6p	765.0p	839.7r	844.4p	909.8r	955.1r	**1100.8r**	**1143.6p**					**7,359.5p**
Per cent change from 2014	1.1%	-0.9%	2.3%	-2.9%	4.8%	4.3%	**4.7%**	**2.3%**					**3.4%**
Transborder	254.6p	253.4p	280.9p	252.1p	237.5r	243.5p	**286.9r**	**285.5p**					**2,094.5p**
Per cent change from 2014	1.8%	-3.0%	-3.7%	-6.3%	-4.6%	2.9%	**4.6%**	**1.1%**					**2.8%**
International	143.8p	130.8p	146.5p	129.2p	109.7p	106.2p	**125.0r**	**128.3p**					**1,019.4p**
Per cent change from 2014	9.9%	8.0%	8.0%	10.6%	1.1%	-5.8%	**4.5%**	**-0.7%**					**4.6%**
Fort McMurray International Total	97.6	91.0	108.1	110.1	111.3	115.4	97.5	**98.2**	**93.8**				**859.1**
Per cent change from 2014	-3.6%	-8.6%	-10.0%	-15.1%	-17.3%	-14.9%	-16.9%	**-13.9%**	**-19.0%**				**-13.5%**
Highway Count 2015 (000's of vehicles) [2]													
Hwy 1 -Sask border w-bound	57.7	57.3	64.7	72.8	80.1	85.4	111.1						529.1
Per cent change from 2014	3.2%	2.3%	3.9%	1.8%	3.6%	2.2%	6.8%						3.6%
Hwy 1 - Banff Pk Gate (2-way)	501.8	505.5	544.6	568.2	679.2	705.5	953						4,457.8
Per cent change from 2014	6.1%	12.6%	9.1%	6.7%	15.9%	6.9%	8.1%						9.2%
Hwy 16 - Jasper Pk Gate (2 way)	96.3	92.8	111.7	123.4	149.2	167.9	233.7						975
Per cent change from 2014	4.9%	9.6%	6.2%	-1.0%	7.0%	3.6%	4.1%						4.6%
Hwy 16 - Blackfoot w-bound	164.1	146.6	170.8	177.8	186.6	188.3	202.7						1,236.9
Per cent change from 2014	-3.2%	-7.0%	-6.5%	-5.2%	-7.0%	-5.9%	-7.8%						-6.2%
National Park Attendance (000's of visitors) 2015 [3] Does not include Group Tours													
Banff	184.9p	188.6p	203.8p	246.7p	296.4p	326.0p	630.5p	**631.3p**	**433.0p**				**3,141.2p**
Per cent change from 2014	8.1%	14.6%	10.7%	6.7%	14.8%	8.6%	12.4%	**-0.3%**	**8.8%**				**8.3%**
Jasper	52.8p	53.6p	64.1p	147.1p	178.1p	200.8p	433.3	**444.9p**	**296.7p**				**1,871.4p**
Per cent change from 2014	6.0%	11.1%	7.4%	3.5%	10.3%	5.5%	10.1%	**-2.0%**	**7.6%**				**5.4%**
Waterton Lakes	6.7p	7.5p	9.3p	14.8p	39.2p	73.5p	114.3p	**114.1p**	**59.7p**				**439.1p**
Per cent change from 2014	3.5%	19.1%	47.6%	34.5%	26.9%	22.9%	11.5%	**6.8%**	**12.2%**				**14.6%**
Employment (000's of persons) 2015 Seasonally Adjusted [4]													
Accommodation and Food Services	156.9p	157.6p	155.9p	152.8p	157.1p	157.7p	154.4p	155.1p	**150.5p**				**155.3p**
Per cent change from 2014	4.4%	1.5%	3.7%	0.9%	5.3%	9.2%	9.1%	8.8%	**2.2%**				**4.8%**

Sources: Edmonton International Airport, Calgary International Airport, Alberta Transportation, Parks Canada, Statistics Canada.

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Accommodation Indices 2015 [5]													
Edmonton Occupancy Rate	54.4%	65.3%	67.1%	67.7%	64.3%	69.7%	64.8%	**63.9%**					**64.9%**
Point change from 2014	-3.9	-2.8	-7.1	-7.6	-9.1	-0.1	-1.2	**-13.3**					**-5.7**
Average Daily Room Rate	$131.29	$134.52	$135.93	$134.91	$133.27	$138.75	$132.4	**$132.58**					**$136.04**
Variance from 2014	1.4%	1.0%	0.5%	0.2%	-0.8%	1.3%	0.9%	**-4.2%**					**-0.5%**
Revenue per available room	$71.42	$87.81	$91.22	$91.40	$85.73	$96.77	$85.77	**$84.73**					**$88.23**
Calgary Occupancy Rate	55.0%	61.8%	63.5%	64.1%	69.8%	70.2%	78.1%	**75.3%**					**67.5%**
Point change from 2014	-3.0	-1.6	-4.1	-7.5	-1.1	-6.3	0.1	**-3.9**					**-3.3**
Average Daily Room Rate	$156.48	$156.30	$156.76	$159.31	$159.78	$171.43	$185.06	**$147.53**					**$162.07**
Variance from 2014	-0.4%	-3.3%	-2.0%	-2.8%	-2.2%	-7.1%	-2.5%	**-1.6%**					**-2.7%**
Revenue per available room	$86.08	$96.56	$99.56	$102.11	$111.55	$120.33	$144.48	**$111.16**					**$109.32**
Alberta Resorts Occupancy Rate	40.8%	53.3%	48.8%	48.9%	60.6%	78.7%	90.9%	**92.4%**					**64.7%**
Point change from 2014	2.8	7.8	3.7	2.7	-0.2	2.9	2.9	**0.7**					**2.9**
Average Daily Room Rate	$183.23	$177.86	$176.03	$170.91	$201.13	$260.92	$294.18	**$299.60**					**$236.33**
Variance from 2014	10.5%	1.3%	5.4%	4.8%	6.8%	8.2%	10.9%	**10.1%**					**7.7%**
Revenue per available room	$74.83	$94.88	$85.94	$83.51	$121.88	$205.47	$267.52	**$276.75**					**$152.79**
Other Alberta* Occupancy Rate	52.5%	55.0%	53.3%	48.3%	51.3%	58.6%	59.0%	**57.0%**					**54.5%**
Point change from 2014	-7.5	-11.5	-14.6	-11.4	-13.1	-8.3	-9.5	**-14.0**					**-11.2**
Average Daily Room Rate	$133.36	$132.26	$131.29	$128.86	$126.21	$127.84	$128.17	**$127.47**					**$129.55**
Variance from 2014	2.7%	1.1%	0.3%	-0.7%	-2.2%	-1.9%	-1.5%	**-2.5%**					**-0.5%**
Revenue per available room	$69.96	$72.74	$70.01	$62.20	$64.77	$74.90	$75.63	**$72.71**					**$70.56**
Total Alberta (excl. Resorts) Occupancy Rate	53.8%	60.0%	60.2%	58.6%	60.4%	65.3%	66.5%	**64.5%**					**61.4%**
Point change from 2014	-5.2	-6	-9.3	-9.0	-8.5	-5.3	-4.1	**-10.8**					**-7.2**
Average Daily Room Rate	$139.70	$140.35	$140.75	$141.06	$139.71	$145.07	$149.69	**$135.98**					**$142.20**
Variance from 2014	1.4%	0.0%	0.1%	-0.9%	-1.2%	-3.1%	-0.2%	**-2.2%**					**-0.8%**
Revenue per available room	$75.12	$84.22	$84.76	$82.69	$84.39	$94.68	$99.53	**$87.74**					**$87.26**
Food Services and Drinking Places 2015 ($ Millions) unadjusted [6]													
Total Receipts for Alberta	$689.4r	$658.1r	$729.7r	$719.6r	**$766.1r**	**$740.6r**	**770.0p**						**725.56p**
Per cent change from 2014	6.0%	4.4%	1.6%	1.6%	**1.7%**	**1.1%**	**2.0%**						**2.5%**
Historic Sites and Museums 2015 (000's of visitors) [7]													
Visitor Attendance	24.3p	42.4r	48.6p	48.5p	80.2p	113.0p	181.4p	190.8p	**73.5p****				**802.7p**
Per cent change from 2014	3.4%	6.5%	26.2%	2.1%	3.5%	-2.2%	13.0%	1.0%	**23.7%**				**6.9%**
Exchange Rates 2015 [8]													
Canadian Dollar/U.S. Dollar (noon)	0.81	0.80	0.79	0.81	0.82	0.81	0.76	0.76	**0.75**				**0.80**
Canadian Dollar/ Euro	0.71	0.71	0.73	0.75	0.74	0.82	0.69	0.68	**0.67**				**0.74**
Canadian Dollar/ Great British Pounds	0.53	0.52	0.53	0.54	0.53	0.52	0.49	0.49	**0.49**				**0.52**
Oil Price: Western Texas Intermediate (WTI) 2015 [9]													
Cushing, OK Spot Price (US Dollar per Barrel)	47.22	50.58	47.82	54.45	59.27	59.82	50.9	42.87	**45.48**				**50.93**
Sources: PKF Consulting Inc, Statistics Canada, Alberta Culture, Bank of Canada, WTI													

*Other Alberta includes Lethbridge, Red Deer, and other Alberta communities

**This number includes visitation to the Royal Alberta Museum,which will have reduced hours of operation from September - December 6, 2015 (open 3 days a week, compared to 7 days a week before)

Note : New monthly figures are shown in bold type. Revisions will be bolded.
r=revised p=preliminary

Definitions of Indicators

1. Air Passengers - Numbers are preliminary estimates of air passenger arrivals and departures at the Edmonton International and Calgary International Airports.
Source: Edmonton International Airport , Calgary International Airport and Fort McMurray International Airport Websites.

2. Highway Traffic: These data are monthly totals. The monthly average daily traffic (average number of vehicles per day) is calculated by dividing the monthly total by the number of days in the month passing the counter locations and in the direction indicated for a particular month. Automatic Traffic Recorders counts all vehicles by direction. Year-to-date is a cumulative total for all vehicles.
Source: Alberta Transportation's Automatic Traffic Recorders (ATR). http://www.transportation.alberta.ca/3459.htm

3. National Park Attendance - Attendance is reported as the number of visits to National Parks in Alberta. Data are preliminary unless otherwise noted.
Banff National Park and Jasper National Park reflect independent travellers only, and do not include people travelling as part of a tour group. The tour group data, however, are included in the annual edition of the Monthly Market Monitor.
Source: Parks Canada.

4. Employment Food and Accommodation Sector - The employment figure represents all persons who worked for pay or profit or unpaid work in the food services and accommodation sector, including businesses or other ventures owned or operated by a related family member(s) during the reference period of the survey. The year-to-date total is an average for the year.
Source: Statistics Canada, Labour Force Survey.

5. Accommodation Indices - Occupancy rates and average daily room rates are based on monthly averages of all reporting hotels, motels and motor hotels in each designated region. Alberta Resorts includes the resort communities of Banff, Lake Louise, Kananaskis, Canmore and Jasper.

Other Alberta includes Lethbridge, Red Deer, and other Alberta communities.

Revenue per available room is calculated using the occupancy rate and average daily room rate.
Source: PKF Consulting Inc. with reproduction and use of information subject to PKF Disclaimer and Restrictions as detailed at www.pkfcanada.com.

6. Food Services and Drinking Places - The monthly survey of Food Services and Drinking Places provides estimates of the value of sales and the number of locations of restaurants, caterers, and drinking places by province and by industry at the North American Industry Classification System (NAICS) four-digit level. Includes total receipts from restaurants, caterers and taverns for chain and independent establishments. The target population is the 3 digit NAICS level of 722, which includes: Full-service restaurants, limited service eating places, special food places and drinking places. The year-to-date total is an average for the year.
Source: Statistics Canada, Food Services and Drinking Places.

7. Historic Sites and Museums - Visitor attendance figures are monthly totals based on fifteen historic sites, the Royal Alberta Museum, the Royal Tyrrell Museum of Paleontology, and the Tyrrell Field Station.
Source: Alberta Culture

8. **Exchange Rate**- this is the average monthly exchange rate.
Source: Bank of Canada.

9. Western Texas Intermediate - This is the average monthly oil price.

Source: Cushing, OK WTI Spot Price FOB.

21-Oct-2015